

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – CONTENT STRATEGIST				
Sector	Design			
Track	Design			
Sub-track	Design Communication			
Occupation	Design Professional			
Job Role	Content Strategist			
Job Role Description	<p>The Content Strategist develops strategies for delivering and promoting persuasive content. He/She builds relationships with internal and external stakeholders to understand various project requirements before leading junior staff in the creation of content. He also develops standards, systems and best practices for the real-time implementation of content strategies and is instrumental in setting editorial strategies to drive consistent and compelling content across all delivery streams.</p> <p>The Content Strategist is a problem-solver who is strong at generating ideas. He is meticulous with a penchant for keeping track of details, ensuring that content generated is aligned with organisational strategies. He possesses highly developed communication skills, can develop clear strategies for engaging audiences, and is able to deliver on expectations within tight deadlines.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	
			Performance Expectations (For legislated / regulated occupations)	
	Develop content strategies for projects	Oversee the creation of appropriate content for brands' designated audiences		
		Implement content marketing strategies across the organisation		
		Develop standards, systems and best practices for the real-time implementation of content strategies		
		Identify project requirements through consultation with internal stakeholders		
		Provide inputs for new design content ideas, based on research on competitors' messaging and content		
		Set guidelines for the tone, style and voice of all brand content		
		Set editorial strategies for content consistency across delivery streams		
		Create subjective art style framework and directions that are aligned to business goals and objectives		
Manage copywriting projects	Monitor copywriting project progress and budgets to ensure project feasibility			
	Monitor web traffic and engagement for projects			
	Manage editorial calendar to ensure timely publication			
	Uncover gaps in content development and standards through close communication with stakeholders			
Influence organisational development	Provide feedback to direct reports and junior team members			
	Provide on-the-job training to direct reports and junior team members			
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Aesthetic and Design Sensibility	Level 4	Sense Making	Advanced
	Brand Management	Level 4	Creative Thinking	Intermediate
	Business Negotiation	Level 4	Communication	Intermediate
	Business Presentation Delivery	Level 4	Problem Solving	Intermediate
	Conceptual Thinking	Level 4	Decision Making	Intermediate
	Content Development and Strategy	Level 5		
	Critical Thinking	Level 4		
	Cultural Sensitivity for Design	Level 4		
	Design Writing	Level 5		
	Empathetic Design	Level 4		
	Imagination and Exploration	Level 4		
	Narrative Design	Level 5		
	Scenario and Strategic Planning	Level 4		
	Stakeholder Management	Level 4		
	Trend Forecasting	Level 4		
	Visual Communication	Level 4		
Programme Listing	For a list of Training Programmes available for the Design sector, please visit: www.skillsfuture.sg/skills-framework/design			

The information contained in this document serves as a guide.